

**AMENDMENTS TO THE CLAIMS**

**This listing of claims will replace all prior versions and listings of claims in the application:**

**LISTING OF CLAIMS:**

1. (currently amended): A magnetic recording medium comprising, ~~on~~<sup>on a non-</sup> magnetic substrate,  
  
at least a soft magnetic undercoat film,  
  
an orientation control film that controls the orientation of a film provided directly above,  
  
a perpendicular magnetic film ~~of which~~ having an axis of easy magnetization ~~is generally~~  
oriented perpendicular to said substrate,  
  
and a protective film,  
  
wherein the orientation control film is made of a Co alloy which contains ~~one or more~~  
~~selected from Ti, V, Sr, Y, Nb, Mo, Hf, Ta, Ni and W.~~
2. (original): The magnetic recording medium according to claim 1, wherein the Co content of the orientation control film is at least 20 at% and equal to or less than 85 at%.
3. (canceled).
4. (original): The magnetic recording medium according to claim 1, wherein saturation magnetization  $M_s$  of the orientation control film is equal to or less than 200 emu/cc.

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5. (original): The magnetic recording medium according to claim 1, wherein the thickness of the orientation control film is at least 0.5 nm and equal to or less than 20 nm.

6. (currently amended): The magnetic recording medium according to claim 1, wherein the orientation control film has an amorphous structure ~~or a fine crystal structure~~.

7. (original): The magnetic recording medium according to claim 1, wherein an intermediate film made of a material containing at least Co and Cr is provided between the orientation control film and the perpendicular magnetic film.

8. (original): The magnetic recording medium according to claim 7, wherein the intermediate film is made of a CoCrPtB alloy.

9. (original): The magnetic recording medium according to claim 7, wherein the thickness of the initial growth portion of the intermediate film having an amorphous structure is equal to or less than 1 nm.

10. (original): The magnetic recording medium according to claim 1, wherein the perpendicular magnetic film is made of a material containing at least Co and Pt.

11. (currently amended): A method of manufacturing a magnetic recording medium,  
~~which comprises~~comprising:

forming at least a soft magnetic undercoat layer, an orientation control film that controls  
the orientation of a film provided directly above, a perpendicular magnetic film [of which]having  
an axis of easy magnetization [is ]generally oriented perpendicular to a non-magnetic substrate,  
and a protective film, on the non-magnetic substrate, wherein

the orientation control film is made of a Co alloy which contains ~~one or more elements~~  
~~selected from Ti, V, Sr, Y, Nb, Mo, Hf, Ta, Ni and W.~~

12. (currently amended): A magnetic read/write apparatus comprising a magnetic  
recording medium and a magnetic head that reads and writes information on the magnetic  
recording medium, wherein

the magnetic head is a single pole ~~type~~ head, and

the magnetic recording medium comprises at least a soft magnetic undercoat film,  
an orientation control film that controls the orientation of a film provided directly above, a  
perpendicular magnetic film [of which]having an axis of easy magnetization [is ]generally  
oriented perpendicular to a non-magnetic substrate, and a protective film, that are provided on  
the non-magnetic substrate, the orientation control film being made of a Co alloy which contains  
~~one or more elements selected from Ti, V, Sr, Y, Nb, Mo, Hf, Ta, Ni and W.~~

13. (new): A magnetic recording medium comprising, on a non-magnetic substrate:

at least a soft magnetic undercoat film,  
an orientation control film that controls the orientation of a film provided directly above,  
an intermediate film;  
a perpendicular magnetic film having an axis of easy magnetization generally oriented perpendicular to said substrate,  
and a protective film,  
wherein the orientation control film is made of a Co alloy which contains one or more selected from Ti, V, Sr, Y, Nb, Mo, Hf, Ta, Ni and W, and  
wherein the intermediate film, made of a material containing at least Co and Cr, is provided between the orientation control film and the perpendicular magnetic film.

14. (new): A magnetic recording medium comprising, on a non-magnetic substrate:  
at least a soft magnetic undercoat film,  
an orientation control film that controls the orientation of a film provided directly above,  
an intermediate film;  
a perpendicular magnetic film having an axis of easy magnetization generally oriented perpendicular to said substrate,  
and a protective film,  
wherein the orientation control film is made of a Co alloy which contains one or more selected from Ti, V, Sr, Y, Nb, Mo, Hf, Ta, Ni and W, and

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wherein the intermediate film, made of a material containing at least Co and Cr, is provided between the orientation control film and the perpendicular magnetic film, and the thickness of the initial growth portion of the intermediate film having an amorphous structure is equal to or less than 1nm.